

ABSTRACT OF THE DISCLOSURE

An image pickup method and apparatus which can realize accurate white balance reproduction and shorten the loop processing time for white balance processing are provided. A system controller selects at least one of the white balance coefficient calculated from image signal data before image pickup, the white balance coefficient calculated from image signal data after image pickup, and the result obtained by computing the two white balance coefficients, and displays at least one of processed data subjected to signal processing using the selected white balance coefficient on a display unit.